AMENDMENTS TO THE CLAIMS

The listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) In a computing system that includes a processor and a display device on which video programming from a video provider can be displayed, a method for transitioning to a video advertisement by displaying a related banner advertisement, the method comprising the acts of:

receiving at the computing system one or more video streams containing a plurality of real-time video advertisements from a video provider which begin at a plurality of distinct times;

generating, at the computing system on the display device, a display screen having an advertisement region in which one or more real-time video advertisements are to be displayed;

determining at the computing system that only a tail end of a current real-time video advertisement contained within the one or more video streams is available, in that a begin time for the current real-time video advertisement has passed;

determining at the computing system that a next real-time video advertisement is not yet available for display based on enhanced content received from the video provider, in that a begin time for the next real-time video advertisement has not yet been reached;

identifying at the computing system a banner advertisement having subject matter that is related to that of at least one of the real-time video advertisements;

while waiting for the begin time of the next real-time video advertisement, displaying at the computing system the banner advertisement within the advertisement region;

determining at the computing system that the next real-time video advertisement is available for display, in that the begin time for the next real-time video advertisement has been reached; and

at the begin time of the next real-time video advertisement, replacing at the computing system the banner advertisement with the next real-time video advertisement.

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2. (Original) A method as recited in claim 1, wherein the display screen comprises an electronic program guide.

3. (Original) A method as recited in claim 1, wherein the display screen comprises a background region.

4. (Original) A method as recited in claim 3, wherein at least one of (i) another banner advertisement and (ii) the banner advertisement is displayed in the background region.

5. (Original) A method as recited in claim 1, wherein the banner advertisement is selected from a plurality of banner advertisements, at least two of the plurality of banner advertisements deliverable to the processor upon different delivery streams.

6. (Original) A method as recited in claim 1, wherein the banner advertisement is stored locally to the processor.

7. (Previously Presented) A method as recited in claim 1, wherein the next real-time video advertisement is selected from the plurality of real-time video advertisements, at least two of the plurality of real-time video advertisements deliverable to the processor upon different delivery streams.

8. (Previously Presented) A method as recited in claim 7, wherein the processor selects the next real-time video advertisement, the processor selecting the next real-time video advertisement based upon at least one of (i) demographic information related to the viewer of the display screen and (ii) prior viewing activities of the viewer of the display screen.

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9. (Previously Presented) A method as recited in claim 1, further comprising the act of:

receiving at least one video stream comprising the plurality of real-time video advertisements, each of the plurality of real-time video advertisements comprising at least one trigger; and

analyzing the at least one trigger to identify the begin time when the next real-time video advertisement is to be displayed and the subject matter of the video advertisement.

10. (Previously Presented) A method as recited in claim 1, wherein the displaying act comprises:

identifying the next real-time video advertisement to be displayed;

identifying the subject matter of the next real-time video advertisement; and

selecting the banner advertisement having subject matter that is related to the subject matter of the next real-time video advertisement from a plurality of banner advertisements; and

displaying the banner advertisement on the display screen.

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11. (Currently Amended) In a computing system that includes a processor and a display device on which video programming from a video provider can be displayed, a method for displaying video advertising content to a viewer by way of the display device, the method comprising the acts of:

receiving at the computing system one or more video streams from a video provider containing a plurality of video advertisements;

receiving at the computing system at least one trigger from a first video stream communicating with the processor, the at least one trigger defining a begin time when a first video advertisement in the first video stream is to be displayed, on the display device, within an advertisement region of a display screen;

determining at the computing system that the first video advertisement is not yet available for display;

identifying at the computing system a first banner advertisement having subject matter that is related to that of the first video advertisement;

displaying at the computing system the first banner advertisement within the advertisement region of the display device;

analyzing at the computing system the at least one trigger to identify the begin time when the first video advertisement is to be displayed;

determining at the computing system that the begin time when first video advertisement is to be displayed has been reached;

determining at the computing system that the first video advertisement is available for display; and

upon determining that both the begin time has been reached and determining that the first video advertisement is available for display, transitioning at the computing system between the first banner advertisement and the first video advertisement to display the first video advertisement within the advertisement region.

12. (Original) A method as recited in claim 11, wherein the act of displaying comprises the acts of:

retrieving the display screen comprising an advertisement box; and

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retrieving the first banner advertisement and displaying the first banner advertisement within the advertisement box.

13. (Original) A method as recited in claim 12, wherein the act of transitioning comprises the acts of:

ceasing displaying the first banner advertisement within the advertisement box; and

upon ceasing displaying the first banner advertisement, displaying the video advertising content within the advertisement box.

14. (Original) A method as recited in claim 11, wherein the first video advertisement comprises video advertising content and at least one trigger.

15. (Previously Presented) A method as recited in claim 14, wherein, the video advertising content comprises at least one package, the at least one package comprising at least one of (i) a source identifier defining where the processor is capable of retrieving the video advertising content and (ii) a data file containing the video advertising content.

16. (Currently Amended) A method as recited in claim 11, further comprising the acts of:

analyzing at the computing system a plurality of video advertisements deliverable upon the first video stream, each of the plurality of video advertisements comprising a video content identifier defining the type of video advertising content associated with the video advertisement;

identifying at the computing system at least one viewer preference of the viewer, the at least one preference defining which type of video advertising content a viewer is more likely to watch than other types of video advertising content; and

retrieving at the computing system the first video advertisement in compliance with the at least one viewer preference.

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17. (Currently Amended) A method as recited in claim 11, further comprising the acts of:

analyzing at the computing system a delivery schedule defining at least one of (i) a time, and (ii) a day for delivering the first video advertisement to the display device;

in response to analyzing the delivery schedule, identifying at the computing system a currently viewable video advertisement on the first video stream, the currently viewable video advertisement comprising a start time and a stop time; and

identifying at the computing system the first video advertisement from the first video stream, the first video advertisement being the next available video advertisement viewable after the stop time of the currently viewable video advertisement.

18. (Currently Amended) A method as recited in claim 11, further comprising the acts of:

analyzing at the computing system the first video advertisement, the first video advertisement comprising a stop trigger configured to identify the time when the video advertisement content is to cease being displayed upon the display device and a plurality of other triggers;

tracking at the computing system the plurality of other triggers to identify the time remaining from the current time until the stop trigger is to be received by the processor; and

upon receiving the stop trigger, transitioning at the computing system between the first video advertisement and another advertisement.

19. (Original) A method as recited in claim 18, wherein the another advertisement is selected from the group consisting of (i) a video advertisement and (ii) a banner advertisement.

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20. (Currently Amended) A method as recited in claim 18, further comprising the acts of:

identifying at the computing system a second video advertisement from a second video stream communicating with the processor, the second video advertisement comprising video advertising content and at least one trigger; and

in response to receiving the stop trigger, transitioning at the computing system between a second banner advertisement and the advertising content of the second video advertisement to display the video advertising content to the viewer.

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21. (Currently Amended) A computer product for implementing, in a computing system that includes a processor and a display device on which television programming can be displayed, a method for displaying video advertising content from a video provider to a viewer, the video advertising content selectable from at least one video advertisement content deliverable upon at least one video stream, the computer program product comprising:

a computer readable medium carrying computer-executable instructions for implementing the method, wherein the computer-executable instructions comprise:

program code means for receiving at the computing system one or more video streams from a video provider containing a plurality of video advertisements;

program code means for receiving at the computing system a first video advertisement from a first video stream of the at least one video stream communicating with the processor, the first video advertisement comprising video advertising content and at least one trigger defining time information regarding the video advertising content;

program code means for generating at the computing system, on the display device, a display screen having an advertisement region in which the video advertising content is to be displayed;

program code means for analyzing at the computing system the time information of the at least one trigger to identify a begin time when the video advertising content is to be displayed upon a display device within an advertisement region of a display screen;

program code means for determining at the computing system that the video advertising content is not yet available for display;

program code means for identifying at the computing system a first banner advertisement;

program code means for displaying at the computing system the first banner advertisement within the advertisement region of the display device ;

program code means for determining at the computing system that the begin time when the video advertising content is to be displayed has been reached;

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program code means for determining at the computing system that the video advertising content is available for display; and

program code means for transitioning at the computing system between the first banner advertisement and the advertising content of the first video advertisement, in response to analyzing the trigger, determining that the begin time when the video advertising content is to be displayed has been reached, and determining that the video advertising content is available for display, in order to display the first video advertising content within the advertisement region[[.]].

22. (Original) A computer product as recited in claim 21, wherein the first banner advertisement comprises advertising content and a banner content identifier.

23. (Original) A computer product as recited in claim 21, wherein the first video advertisement comprises at least one announcement and at least one package, the at least one announcement notifying the processor of the availability of the first video advertisement.

24. (Original) A computer program product as recited in claim 21, wherein the video advertising content is defined by at least one package, the at least one package comprising at least one of (i) an identifier defining a source from which the video advertising content is receivable and (ii) a data file containing the video advertising content.

25. (Original) A computer product as recited in claim 21, wherein the program code means for displaying comprises:

program code means for retrieving a display screen comprising at least one advertisement box; and

program code means for retrieving the first banner advertisement and displaying the first banner advertisement within one of the at least one advertisement box.

26. (Original) A computer product as recited in claim 25, wherein the program code means for transitioning comprises when the first banner advertisement is not displayed within the

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at least one advertisement box, program code means for displaying the video advertising content within the at least one advertisement box.

27. (Currently Amended) A computer product as recited in claim 21, wherein the program code means for retrieving comprises:

program code means for analyzing at the computing system the at least one video advertisement deliverable upon at least one video stream, each of the at least one video advertisement comprising a video content identifier defining the type of video advertising content associated with the video advertisement;

program code means for identifying at the computing system at least one viewer preference of the viewer, the at least one preference defining which type of video advertising content a viewer is more likely to watch than other types of video advertising content; and

program code means for retrieving at the computing system the first video advertisement in compliance with the at least one viewer preference.

28. (Currently Amended) A computer product as recited in claim 21, further comprising:

program code means for analyzing at the computing system data representative of a schedule for the delivery of the first video advertisement to the display device, the schedule being accessible by the processor;

in response to analyzing the data, program code means for identifying at the computing system a currently viewable video advertisement on the first video stream, the currently viewable video advertisement comprising a start time and a stop time defined by at least one trigger; and

program code means for identifying at the computing system the first video advertisement from the first video stream, the first video being the next available video advertisement after the stop time of the currently viewable video advertisement.

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29. (Currently Amended) A computer product as recited in claim 21, further comprising:

program code means for analyzing at the computing system the first video advertisement to identify a stop trigger identifying the time when the video advertisement content is to cease being displayed upon the display device;

program code means for tracking at the computing system the first video advertisement deliverable to the processor to identify the amount of time remaining until the stop trigger is to be received by the processor; and

upon receiving the stop trigger, program code means for transitioning at the computing system between the first video advertisement and a second banner advertisement to display the second banner advertisement to the viewer.

30. (Currently Amended) A computer product as recited in claim 29, wherein the program code means for tracking comprises:

program code means for identifying a plurality of intermediate triggers within the first video advertisement, the plurality of intermediate triggers defining a plurality of time segments of the first video advertisement; and

program code means for tracking the plurality of time segments to determine the number of time segments remaining to be played to the viewer.

31. (Currently Amended) A computer product as recited in claim 29, further comprising:

in response to identifying the stop trigger, program code means for identifying at the computing system a second video advertisement from a second video stream communicating with the processor, the second video advertisement comprising video advertising content and at least one trigger; and

in response to receiving the stop trigger, program code means for transitioning at the computing system between the second banner advertisement and the advertising content of the second video advertisement to display the video advertising content to the viewer.

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32. (Currently Amended) In a computing system that includes a processor and a display device on which video programming from a video provider can be displayed, a method for targeting a viewer with video advertising content based upon the viewers preferences, the method comprising the acts of:

receiving at the computing system one or more video streams containing a plurality of video advertisements;

retrieving at the computing system preference data from a data source, the preference data representing viewing selections of the viewer;

identifying at the computing system a plurality of video advertisements deliverable to the processor by a plurality of video streams, each video advertisement of the plurality of video advertisements comprising video advertising content, at least one trigger, and a video content identifier;

analyzing at the computing system each of the plurality of video streams to identify at least one video advertisement of the plurality of video advertisements in compliance with the preference data based on the video content identifier of the at least one video advertisement;

generating at the computing system a display screen having an advertisement region in which the at least one video advertisement is to be displayed;

determining at the computing system that the at least one video advertisement is not yet available for display ;

identifying at the computing system a first banner advertisement in compliance with the preference data;

while waiting for the at least one video advertisement to become available, displaying at the computing system the first banner advertisement within the advertisement region of the display device;

analyzing at the computing system the at least one trigger to identify a begin time when the at least one video advertisement is to be displayed;

determining at the computing system that the begin time when the at least one video advertisement is to be display has been reached;

determining at the computing system that the at least one video advertisement is available for display; and

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in response to analyzing the video content identifier of the at least one video advertisement, analyzing at the computing system the at least one trigger to identify the begin time, determining that the begin time has been reached, and determining that the at least one video advertisement is available for display, transitioning between the first banner advertisement and the least one video advertisement in order to display the at least one video advertisement when the at least one video advertisement is available for display.

33. (Original) A method as recited in claim 32, wherein the data source is at least one of (i) a data source local to the processor and (ii) a data source remote to the processor.

34. (Original) A method as recited in claim 32, wherein the preference data is defined by at least one of (i) the viewer's prior viewing activities and (ii) demographic information relating to the viewer.

35. (Original) A method as recited in claim 32, wherein the first banner advertisement comprises banner advertisement content and at least one identifier of banner advertisement type.

36. (Original) A method as recited in claim 32, wherein the act of displaying a first banner advertisement comprises the acts of:

retrieving a display screen, the display screen comprising an advertisement box; and

retrieving the first banner advertisement and displaying the first banner advertisement within the advertisement box.

37. (Original) A method as recited in claim 36, wherein retrieving the display screen comprises retrieving the display screen from at least one of (i) a mass storage device in communication with the processor and (ii) a remote source.

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38. (Original) A method as recited in claim 32, wherein each of the plurality of video streams is an MPEG stream.

39. (Original) A method as recited in claim 32, wherein each of the plurality of video streams comprises at least one of (i) an MPEG stream and (ii) a data stream.

40. (Original) A method as recited in claim 32, wherein each video advertisement comprises at least one of (i) zero or more triggers, (ii) one or more announcements, and (iii) one or more packages.

41. (Original) A method as recited in claim 40, wherein the act of analyzing each of the plurality of video streams comprises the act of analyzing each video content identifier to identify those video advertisements having a video content identifier that complies with the preference data.

42. (Currently Amended) A method as recited in claim 32, further comprising the acts of:

in response to transitioning between the first banner advertisement and the at least one video advertisement, identifying at the computing system a second banner advertisement having a banner content identifier in compliance with the preference data;

identifying at the computing system a second video advertisement having a video content identifier in compliance with the preference data; and

in response to identifying the second banner advertisement and the second video advertisement, preparing at the computing system to transition from the first video advertisement to the second banner advertisement and from the second banner advertisement to the second video advertisement.

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43. (New) A method as recited in claim 1, wherein replacing at the computing system the banner advertisement with the next real-time video advertisement comprises replacing the banner advertisement with stored video, which was stored after being received from the video provider.

44. (New) A method as recited in claim 1, wherein replacing at the computing system the banner advertisement with the next real-time video advertisement comprises replacing the banner advertisement with a video advertisement as it is delivered via one or more data streams.

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